PROJECT NUMBER: 4024
PROJECT TITLE: Japan Product Development
PERIOD COVERED: September, 1988
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I. MERIT LIGHTS

A. Objective: Development of a 7 mg tar to compete with Mild Seven Lights and mainstream Japanese smokers.

B. Results: A Danchi test has been sent to determine the subjective impact of filter length on this product. 21mm and 27 mm versions of the Merit PMI series presently in Japan will be evaluated this month.

C. Plans: Results of this Danchi and the Merit PMI's 5190-5193 will be available late this month and final product decisions will be made at that time.

II. CHESTERFIELD

A. Objective: Develop an 11 to 12 mg American blended product.

B. Results: The first Danchi test results have been analyzed. Both Chesterfield models and Lucky Strike were rated equally by liking scores. The fourth model, Camel Mild, was rated significantly lower.

C. Plans: Awaiting results from a second Danchi and a PMI test versus Lucky Strike.

III. MARLBORO

A. Objective: Improvement to the subjective response of the Marlboro Full Flavor product.

B. Results: Danchi panel results of a new Marlboro Full Flavor for Japan have been analyzed. The new Marlboro was rated higher by liking scores than the other three models included in this test.

C. Plans: Future product decisions will be made when results of five additional PMI tests are analyzed from the Marlboro Matrix program.

IV. MOMENT

A. Objective: Development of a menthol product acceptable to the Japanese consumer.

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B. Results: A Danchi is ready to be shipped this month which will evaluate blend, tar level, and menthol level.

C. Plans: A second Danchi is to be sent later this month which will be further variations of tar and menthol on the blends used in the previous Danchi.

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